

**Wallman Consulting, LLC
9332 Ramey Lane
Great Falls, VA 22066**

November20, 2007

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: MB 07-47

Dear Ms. Dortch,

Today, Kathleen Wallman of Wallman Consulting, LLC, representing WealthTV, sent the attached e-mail and presentation to Rick Chessen, Senior Legal Advisor and Media Advisor to Commissioner Michael Copps.

Yours Very Truly,

//Signed//

Cameron McAlpine

Dear Rick,

Here is the presentation that WealthTV, an independent programmer, made last week to others on the 8th floor. Our message was that the complaint process reforms that we understand the Commission is considering are necessary and will be very helpful in circumstances such as those WealthTV has faced in dealing with the major MSOs. We used WealthTV's experience with Time Warner Cable as an example of how these process reforms would make a difference. In brief, after extensive dealings with TWC, and after agreeing with everything proposed and demanded by TWC, a deal still has not been forthcoming. WealthTV has notified TWC that it intends to bring a carriage access complaint, as required prior to filing a complaint by the Commission's rules. Please call me if you would like to discuss the presentation.

- Kathy Wallman



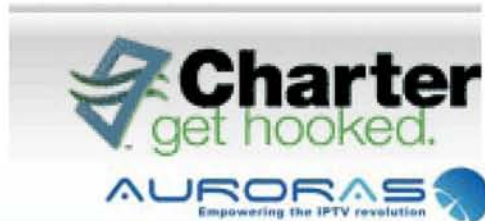
*Wealth*TV

IT'S YOUR LIFE...SPEND IT WELL

WHAT IS WEALTHTV?

- A 24/7 high definition **aspirational** lifestyle , entertainment, and informational network . WealthTV provides a down-converted standard definition simulcast for non high def customers.
- **Broad appeal** across age and income demographics. Allows viewers to enjoy **The American Dream** now via their TV regardless of economic status.
- Launched 24/7 on June 1, 2004. Over 75 distribution partners including Charter Communications, Verizon, Armstrong, Wide Open West, US Cable, Metrocast, Western Broadband, GCI, AT&T, etc.
- Headquartered in **San Diego**, CA and operated out of our own 40,000 square foot **state-of-the-art HD studio**.

OVER 75 LINEAR DISTRIBUTION PARTNERS



GCI



IT'S YOUR LIFE...SPEND IT WELL



CABLE SYSTEMS OFFERING THE MOST HD CHANNELS

Incumbent Cable MSOs

1. Cablevision NY/NY/CT	40
2. Time Warner San Antonio	33
3. Comcast Detroit	28
4. Comcast Boston	27
5. Comcast Washington D.C.	27
6. Comcast Nashville	27
7. Cox Providence RI	27
8. Bright House Tampa	26
9. Comcast Minneapolis	26
10. Comcast Indianapolis	26

Overbuilders & Telcos

1. OEN Fision Houston	32
2. Verizon FiOS TV Los Angeles	30
3. Verizon FiOS TV Tampa	29
4. Verizon FiOS TV (5 Markets)	28
5. AT&T U-verse All Markets	28
6. Grande San Antonio	27
7. Verizon FiOS TV Wash. D.C.	27
8. Qwest Choice TV Denver	26
9. Verizon FiOS TV Baltimore	26
10. Qwest Choice TV Phoenix	25

0 for 10 – None Carry WealthTV vs 10 for 10 – ALL carry WealthTV!

NOTE: WealthTV HD is available on all of the telcos & Overbuilders shown above, including Verizon, Grande, Qwest, AT&T, and OEN Fision Houston

**Source:
KERSEY Strategies**

Chronology of Dealings with TWC

- **Corporate Dealings**
 - Almost two dozen meetings over the course nearly four years (Constantini, Carter, Dressler, Goldberg, and others)
- **Numerous Expressions of Interest from the Field**
 - Nebraska, Austin, Houston, San Antonio and others
- **Agreement coming, but limited in-house programming staff, limited legal team, long queue, limited bandwidth...**

DEALINGS WITH TIME WARNER

December 28, 2006:

“One of my colleagues watched your channel in Dallas last week and liked the content. I was wondering if you have an agreement with Time Warner Cable so that we could consider adding you to our lineup.”

Thank you,

Scott

Scott E. Pleyte

Programming Marketing Manager

Time Warner Cable-San Antonio

TIME WARNER

- They Supplied “One Sided” Term Sheet
 - Drop Clause
 - No commitment to launch any of our services (linear HD, linear SD, VOD, HD VOD)
 - Ability to re-tier
 - MFN Clause
- Notification of acceptance of Term Sheet.
- Re-notification of terms not acceptable.

INHD Morphed in WealthTV Like Network

INHD was a “...movies, major and college sports and **general interest** programming” service. Source: INHD website

INHD2 offered “...similar general entertainment programming scheduled at varying times from INHD.” Source INHD website.

The distinctive, new MOJO programming, which launched in June (2006) on INHD, is a **new genre** especially geared to the multi-faceted lives of the affluent” Source: INHD website.

MOJO - “The New 100% Hi-Def Channel”

Source: MOJO marketing material, NCTA Show.

Jacobson said that since the premiere of the MOJO programming block last June (2006), INHD has achieved a 37% increase in ad revenue.” Source: Multichannel News, 3/19/07.

WEALTHTV vs. MOJO Programming



Wealth on Wheels highlights the latest trends in automotive technology and the hottest cars.

Launched: June, 2004



TASTE! Travel, food, & Spirits. Educational element.

Launched: June, 2004



CHARLIE JONES interviews remarkable athletes and celebrities and brings you the untold story of these legends.



TASTE OF LIFE: Travel, food, & Spirits. Educational element. Approximately 180 recipes online.



INNOVATE: In each episode, we show you the latest in Gadgets & Gizmos from around the World.

Launched: April 2005



FUELED: An inside look at the Pontiac GTO's debut at "the Rolex" 24 Hours of Daytona.



UNCORKED: Travel, food, & Spirits. "He's willing to ask the dumb questions so you don't have to."



TIMELESS taps into the classic themes of sports and competition; the plight of the underdog, the impossible play, the unlikely hero and their remarkable talent



AFTER HOURS: Behind the scenes look at New York restaurants. Approximately 8 recipes online.



GEARED UP: "In each episode, we'll show you the best in breed in gadgets, gizmos, and gearotica." Source: MOJO

WEALTHTV IS MORE ESTABLISHED

- In existence for nearly **three years longer** than MOJO.
- WealthTV offers **more episodes** in each series compared to MOJO.
- WealthTV offers **more original content** than MOJO.
- WealthTV offers **HD VOD**.
 - WealthTV was the first programmer to announce HD VOD with TVN.
 - WealthTV was the first programmer to launch HD VOD on TW.

FAIR TREATMENT OF WEALTHTV

- Similar distribution as MOJO.
- Similar terms and conditions to MOJO.
 - No drop clauses, re-tiering, etc.
- Independents need a quick and effective process when there is clear abuse by the giant cable companies.
- Fosters competition/lower prices, better programming, pushes technology, more diversity.